



**Date:** January 21, 2004  
**To:** Project Area Committee Members  
**From:** Melanie S. Fallon, Executive Director  
**Subject:** **Scope of Work for Independent Study**

---

The Redevelopment Agency Board is in the process of initiating an Independent Study of Redevelopment in Long Beach. On January 20, 2004, there was a Special Meeting of the Redevelopment Agency Board held solely to discuss a Scope of Work for an Independent Study.

A draft Conceptual Plan was presented as a starting point, which led to numerous comments and suggestions from the Agency Board and those members of the public in attendance. The Conceptual Plan was augmented with the wants and needs generated during the discussion to develop a draft Scope of Work.

We are including this draft Scope of Work for your review (Exhibit A). It includes the original Conceptual Plan with the items generated during the meeting noted in italics. We recognize the need for community input for an Independent Study to be successful; and we are still in the active process of soliciting input to present to the Agency Board.

Discussion of an Independent Study is scheduled for the January 26, 2004, Redevelopment Agency Board meeting. We encourage everyone in the community with an interest in this study to attend this meeting and provide us with their comments.

To request copies of this information or provide additional input, please contact Johnny M. Vallejo (570-6792) or send your comments and suggestions to [jvalle@longbeach.gov](mailto:jvalle@longbeach.gov). Please visit the Independent Study webpage for the latest developments (<http://www.longbeach.gov/redevelopment/IndStudy.htm>).

MSF:OWG:jmv  
Attachment

cc: Reginald I. Harrison, Deputy City Manager  
Barbara Kaiser, Manager, Redevelopment Bureau  
Otis Ginoza, Redevelopment Administrator  
Lee Mayfield, Redevelopment Project Officer  
David Simpson, Redevelopment Project Officer

Project Area Committee Members  
January 21, 2003  
Page 2

Jae Von Klug, Redevelopment Project Officer  
Robert Zur Schmiede, Redevelopment Project Officer

# Special Meeting of the Redevelopment Agency Board

## Draft Scope of Work

January 20, 2004

### Meeting Notes:

Original

*Additions*

### Conceptual Plan for Independent Study of Redevelopment

A Request for Proposals (RFP) to conduct an Independent Study of Redevelopment in Long Beach should be prepared. The RFP should specify that the consultant team include at least one member with extensive experience in California redevelopment.

#### *Consultant Selection Criteria*

- *California based consultant.*
- *Diverse set of consultants.*
- *Opposing viewpoints.*

#### *Public Input for Independent Study*

- *Anonymous suggestion process.*
- *Letters to Agency Board brought to Agency Board meeting.*

#### *Scope of Work*

1. Review past and present practices of the Redevelopment Agency of the City of Long Beach.
  - *Why was the Redevelopment Agency created?*
  - *Determine time period to be reviewed.*
  - *Determine Projects to be reviewed.*
  - *Agency vs. City responsibilities.*
  - *Communications/Relationship between Agency Board and City Council.*
  - *Define Success.*
    - i. *Economic Success.*
    - ii. *Design Success.*
    - iii. *Social Success.*
    - iv. *Quality of Life – University of Michigan Model.*
  - *Do case studies of following projects:*
    - i. *Long Beach Plaza*
    - ii. *Renaissance Walk*
    - iii. *1890 Atlantic Liquor Store*
  - *Review Downtown Plan.*
    - i. *Original Goals vs. Achievements.*

2. Conduct a thorough review and evaluation of Redevelopment strategies and techniques including pros and cons. Public participation strategies should also be reviewed.
  - What strategies/practices have been most successful?
  - What strategies/practices have been least successful?
  - How were they evaluated?
  - Potential formulas recommended to implement strategies.
  - *Look at other cities.*
3. Determine what strategies/practices are applicable to the City of Long Beach based on situational and demographic similarity. Use this to identify a list of relevant “best practices”.
  - *Examine relationship of Agency staff to City management.*
  - *Staff Architect vs. Consultant Architect.*
  - *Time needed to start/complete projects.*
  - *Prepare project evaluations after completion.*
4. Conduct a comparative analysis between Long Beach practices and those determined to be “best practices”.
  - Identify shortcomings.
  - Identify successes.
5. Identify and review methods for evaluating future projects.
  - *Agency Design Review.*
  - *Fiscal Review.*
    - i. *Cost – Benefit Analysis.*
    - ii. *Impact on surrounding areas.*
  - *Quality of Life review.*
  - *Project Close-out reports.*
  - *Develop check list for evaluation of future Agency practices.*
  - *Create “Design Image Statement” at beginning of projects.*
6. Identify and review methods of public participation that might enhance the redevelopment process.
7. Determine which strategies/practices would be beneficial to the City of Long Beach.
  - *Long term planning for future projects*
  - *Reports to Agency Board and Community on cumulative project costs.*
    - i. *Include staff costs.*
8. What steps would be needed to implement strategies/practices determined to be beneficial?

9. The issues of Merger and Expansion *and other options (as part of best practices)*.
- What are the consequences of Merging the project areas, pro and con?
    - i. How will roles of Agency, staff and Council change?*
    - ii. Impact on Stakeholders.*
  - *What are the pros and cons of the project area Expansion?*
  - Will merger lead to greater success of and/or more expedient completion of redevelopment projects in Long Beach?